

MINUTES
GREEN BAY ECONOMIC DEVELOPMENT AUTHORITY
Wednesday, May 13, 2015
4:30 PM

ROLL CALL:

Gary Sikich, Chair ✓
Mark Becker Exc.
Mike Borlee ✓
Ald. Tim De Wane ✓

Eric Genrich ✓
Phil Hilgenberg ✓
Mike Vogel Exc.

Staff present: K. Vonck, W. Townsend, Economic Development Department

Meeting called to order by Chair, G. Sikich at 4:30 p.m.

APPROVAL OF AGENDA:

Motion was made by Ald. De Wane to approve the agenda and seconded by M. Borlee. Motion carried.

APPROVAL OF MINUTES:

Motion was made by M. Borlee to approve the minutes of the March 11, 2015 EDA meeting and was seconded by Ald. De Wane. Motion carried.

ITEMS FOR DISCUSSION:

1. Economic Development Department Strategy

K. Vonck presented a draft departmental strategy to the Economic Development Authority. He stated that the overall mission of the department is to:

- increase the amount of money that local businesses spend on goods and services from other local businesses;
- increase the amount of residents outside of the community who purchase local goods and services; and
- decrease the amount of money that residents spend on basic goods and services outside of the community

K. Vonck stated the ED Department will implement this vision by providing opportunities for individuals to connect in new ways, facilitating business development and entrepreneurs to corporation, and retaining and attracting smart and skilled people to our community.

There are four strategic initiatives that the ED Department needs to focus on to make this happen.

- Cultivate network – build and sustain business, community, development and professional relationships targeting such as major employers, academic institutions, commercial bankers and economic & community development
- Coordinate projects – lead initiatives which targets development agreements and requests for proposals, connect clients to people, property, technical assistant, guide clients through building, planning and other permits and analyze proposals with internal staff, development team and EDA
- Leverage programs – TIF fund, revolving loan fund, brownfields grant and new programs such as college grad incentive, walk-to-work, and inner neighborhood rehab
- Promote community – broadcast through website, social media, speaking presentations and exhibits; publishing articles and essays; sponsor social events and workshops

G. Sikich commented he did not see in the strategic direction to create jobs and increase job base. He stated he will review the plan for the next meeting and have more comments, but it is a good start.

M. Borlee suggested having some of the EDA meetings at specific targeted industries with an individual with that organization.

K. Vonck would definitely like to start meeting at other industries and connecting with business owners. It would be great to do that once every few months.

2. Request by Ald. Moore to implement a process for Economic Development to report quarterly to the Common Council

K. Vonck asked Ald. De Wane if he felt comfortable reporting back to Common Council of the activities of the Economic Development Department.

Ald. De Wane stated absolutely. He stated he felt all twelve districts should be involved in what the ED Department has to offer.

3. Brownfields program update

W. Townsend stated the EPA awarded the City of Green Bay a planning grant for \$200,000 which was used mostly for the University Corridor.

EPA awarded the City of Green Bay an assessment Brownfield grant for \$400,000 divided into two separate pieces \$200,000 for petroleum and \$200,000 for hazardous waste. The grant will pay for phase I and phase II environmental, but does not pay for clean up. The City spent approximately \$100,000 so far and \$300,000 is remaining.

Economic Development staff will meet monthly with Planning Department staff along with the contractor and decide how to maximize the remaining funds before the October 1, 2016 deadline.

4. Business parks update

W. Townsend presented the University Heights Commerce Center website to the EDA which is UniversityHeightswi.com. It demonstrates community pictures in addition to University Heights pictures. The website lists several reasons to join the University Heights Commerce Center and the City of Green Bay. The website provides strategic locations, maps, demographics, TIF District, and master plan.

5. Director's update

- K. Vonck stated that he and Wendy went to a financial meeting in Grand Chute last week which consisted of six meetings in one. They listened to presentations and met people from state, private sector and non profit. They talked about SBA loans, community development block grants and capital funds.
- Hotel Northland and Watermark received approval from City Council.
- Strategic Behavioral Health will be breaking ground this summer.
- A business development specialist will be starting in June in the ED Department.

Motion to adjourn made by E. Genrich and seconded by Phil Hilgenberg.
Motion carried.